

Fairtrade Steering Group (FSG) – Agenda

Task Group of the Sustainability & Environmental Advisory Group

Twenty Sixth Meeting: Tuesday 9th November – 2-3pm - Ochil Room, Charles Stewart House

Members:

Karen Bowman (Convener)	Director of Procurement	KB
Evelyn Bain	Procurement Manager	EB
John Blair-Fish	IT Unix Systems, Information Services	JBF
Anna Borthwick	Press and PR Officer, Communications and Marketing	AB
Ruth Cape	People and Planet co-Convener	RC
Rachel Clough (Secretary)	Estates and Buildings	RC(S)
Philippa Faulkner	Ethics and Environment officer (EUSA)	PF
Sam Hansford	EUSA Vice President – Services	SH
Stephannie Hay	Development and Alumni	StH
Non Jones	Student	NJ
Kristofer Keane	Ethics and Environment officer	KK
Angela Lewthwaite	Estates and Buildings Office	AL
Veronica Lopes Da Silva	EUSA – Student Rep	VL
Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
Liz Rawlings	EUSA President	LR
Emma Saunders	People & Planet	ES
David Somervell	Sustainability Advisor	DS

www.fairtrade.org.uk; http://www.fairtrade.org.uk/resources/downloadable_resources.aspx; <http://www.seagfsg.estates.ed.ac.uk>

Corresponding:	VP Professor Mary Bownes, Professor Pete Higgins; Mr Nigel Paul; Prof Jan Webb; Prof Tim Hayward; Dr Graham Russell; Stewart Russell; Neil Thin; Prof Michael Northcott; Daniel Abrahams; Rev Dr Harriet Harris
Apologies:	Angela Lewthwaite

		Paper
1	Previous minute of meeting held on 28th Sept 2010 (matters arising agenda items 8-12)	1
2	Action Plan and Pledges – Volunteers from Group	2 (KB)
3	Fairtrade Fortnight 2011 – Draft events plan (for discussion)	3 (KB)
4	Fairtrade Clothing	(EB)
5	City Fairtrade Group	(EB/KB)
6	Global Academies and research (e.g. PPP2011 Group Exercise on Fairtrade)	4 (KB/DS)
7	Edinburgh Sustainability Awards (Fairtrade Matters) - Update	5 (DS)
Matters Arising and Updates (including Plans for FT Fortnight)		
8	FT Questionnaire	6 (KB)
9	OurED	(DS)
10	Principal’s Tea Party	(StH)
11	FT Policy	(KB)
12	True cost of cheap pineapples in UK supermarkets	(KB)
13	Report and plans for FT fortnight from EUSA - Verbal	(SH)
14	Report and plans for FT fortnight from People & Planet, Edinburgh University - Verbal	(ES/VL)
15	Report and plans for FT fortnight from Accommodation Services - Verbal	(IM)
16	Report and plans for FT Fortnight from Development and Alumni - Verbal	(StH)
17	Report from CAM on Fairtrade Communications (Ongoing) - Verbal	(AB)

Note:

The Fairtrade Foundation has guided the Group on the use of its brand name i.e. any commodities or services not accredited with the Fairtrade Foundation should be termed ‘fair trade’ (two separate words with no capital ‘F’)

Fairtrade Steering Group (FSG) – MINUTE

Fairtrade Steering Group Paper 1 9th Nov 2010

Task Group of the Sustainability & Environmental Advisory Group

**Twenty Firth Meeting: Tues 28th September –2-3pm
Ochil Room, Charles Stewart House, 9-16 Chambers Street**

Members:

Karen Bowman (Convener)	Director of Procurement	KB
Evelyn Bain	Procurement Manager	EB
John Blair-Fish	IT Unix Systems, Information Services	JBF
Anna Borthwick	Press and PR Officer, Communications and Marketing	AB
Rachel Clough (Secretary)	Estates and Buildings	RC(S)
Philippa Faulkner	Ethics and Environment officer (EUSA)	PF
Sam Hansford	EUSA Vice President – Services	SH
Stephannie Hay	Development and Alumni	StH
Non Jones	Student	NJ
Angela Lewthwaite	Estates and Buildings Office	AL
Veronica Lopes Da Silva	Ethics and Environment officer (EUSA)	VL
Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
Liz Rawlings	EUSA President	LR
Ben Miller	TEU	BM
Neus Rodeta	People & Planet	RD
Emma Saunders	People & Planet	ES
David Somervell	Sustainability Advisor	DS

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Corresponding:	VP Professor Mary Bownes, Professor Pete Higgins; Mr Nigel Paul; Prof Jan Webb; Rev Di Williams; Prof Tim Hayward; Dr Graham Russell; Stewart Russell; Neil Thin; Prof Michael Northcott; Daniel Abrahams	
Welcome:	Sam Hansford	
Apologies:	John Blair-Fish ; Rachel Clough; Philippa Faulkner; Non Jones; Veronica Lopes Da Silva; Ian Macaulay; Liz Rawlings; Neus Rodeta	
1	Previous minute of meeting held on 10th Aug 2010 was agreed	Paper 1
1.1	<p>Fairtrade Rice from the People of Malawi – FSG recorded their disappointment that article did not receive the appropriate publicity. Noted that other publications were regarding as a higher priority.</p> <p>Noted: Edit published in Spring 2011 – SH to send RC deadline dates for receipt of articles. Action all members – All to look out for news items to sent to AL for SEAG-CTG</p> <p>Noted – http://www.oured.ed.ac.uk/ launched but no formal monitoring mechanism in place as yet. Members requested to browse and give feedback to DS.</p>	StH ALL
1.2	<p>Principal's Tea party – Dec 2010–</p> <p>Note: Alumni host this party on an annual basis and would like the party to be catered (as much as possible) Fairtrade products. IM suggested that StH approach Accommodation Services to request that the catering be Fairtrade or ethically traded products – IM to advise on difference in price.</p> <p>Post meeting Note: StH advised 6/10/10 D&A would use as much Fairtrade or ethically traded products as possible for this year's Carlyle Circle Principle's Tea Party. Date yet to be confirmed and the order finalised. D&A to monitor the success of the event and keep the FSG informed.</p>	StH

1.3	<p>Fairtrade Standard Statement</p> <p>SfH and AB to look at the proposed publication and pass the final copy to KB/DS</p>	StH/AB
1.4	<p>First Scottish Universities and Colleges Fairtrade Conference (SUCFC) – Pledges DS agreed to group the pledges into themes and append to the Fairtrade Action Plan the institution specific ones.</p>	
1.5	<p>Fairtrade Forum/Fairtrade Foundation Updates:</p> <p>Noted that Fairtrade Foundation had agreed that the Renewal report be produced every two years. Agreed: All to forward Fairtrade newsy items to EB to assist with 2 yearly report.</p> <p>Noted: Martin Rhodes has been appointed as the new Director of the Scottish Fair Trade Forum. Agreed: KB would meet with him to encourage progress with initiatives.</p>	ALL
2	<p>Fairtrade Action Plan [FAP] Agreed to amend wording in Item B1 First paragraph to read “<i>The University will continue to work with NUSSL</i>” Also 2nd Para B1 to read “<i>EUSA will continue to work with TUCO....</i>”</p> <p>Agreed: the ‘<i>Edinburgh Impact Awards</i>’ should be included in the plan. FSG to feed into the awards criteria. RC</p> <p>Agreed: FAP would be a standing agenda item for discussion/amendment at future meetings this would help monitor progress. RC</p> <p>Agreed that the Fairtrade Action Plan would be added to the ‘<i>Incoming President’s Pack of Annual Tasks</i>’ for new incoming EUSA Presidents to address. SH</p> <p>KB advised that the Fairtrade Forum had requested that UoE expand its marketing process. Agreed: SH would contact the Permanent Secretary of EUSA with a view to expanding the FT marketing process. SH</p> <p>Noted : D&A would support this request – Agreed : StH to investigate D&A’s publication outlets StH</p> <p>EUSA Fairtrade Sales – SH advised that a method for monitoring Fairtrade products had been established. The statistics for Fairtrade goods sold would be held by permanent staff, namely, the Operational Manager. EB</p> <p>Agreed that EB would email EUSA’s Operational Manager annually and copy in VPS to elicit statistics of Fairtrade goods sold. EB</p> <p>Agreed: EB would liaise with IM and suggest a similar mechanism is established to gain statistics from Accommodation Services annually even.</p> <p>Agreed: All to think about adding items to the FAP. ALL</p> <p>Agreed : To run an annual Fair Trade Article – {Add to FAP} KB</p>	Paper 2
4	<p>Edinburgh Fairtrade City Initiative sub-group (EFICI) Noted: Next meeting 4 Oct: Minute would be circulated. Noted: City-wide Fairtrade Colleges and Universities Subgroup being established.</p>	EB

5	<p>Fairtrade Fortnight 28 February to 13 March 2011 – All requested to think about ideas /volunteers and bring to the next meeting.</p> <p>Agreed : KB would meet Martin Woods the new Chief Executive of EUSA</p> <p>Agreed: StH to liaise with colleagues to see what input D&A could give this year.</p> <p>Noted: Proposal to invite a cotton provider under discussion.</p>	<p>ALL</p> <p>KB</p> <p>StH</p> <p>EB</p>
6	<p>Fairtrade Clothing – EUSA experiencing problems re supply chain and price v quality – meetings ongoing to promote Fairtrade products i.e. Fairtrade bedding, towels, napkins, tablecovers, Servitors cotton shirts, polo shirts.</p> <p>Noted : EB collaborating with incumbent suppliers re performance also setting up brainstorming session. EB to report back to next meeting.</p> <p>Agreed : Synergy between UoE and EUSA to be discussed and re-emphasise the University’s Fair Trade Policy and the sale of Fairtrade products in UoE Giftshop/EUSA outlets.</p> <p>Noted: Janitorial contract to be let soon – Agreed: time to rejuvenate this initiative.</p>	<p>EB</p> <p>KB/SH</p> <p>EB/EUSA/AL</p>
7	<p>Fairtrade Policy [Revised] – Noted : Signed off by SEAG progressing to Court for endorsement.</p>	<p>AL</p>
6	<p>Market Research Questionnaire</p> <p>Agreed: Important to ensure all sales outlets are included eg KB house, JCMB</p> <p>Post-meeting note : Russell Bartlett [RB] advised hopeful of it appearing on CAM’s first staff omnibus, subject to approval via the Student Ethics Committee who police the administration of pan college student surveys. RB to have a more detailed look at the questions and draw up a draft timeline by w.e 1/10/10.</p>	<p>Paper 5</p> <p>KB</p>
7	<p>Report from EUSA</p> <p>Non-Fairtrade Clothing – See note 6 above</p> <p>Agreed that EB should write to David Shepherd to find out the reason why FT cotton garments were not being sold.</p> <p>The following items were noted:-</p> <ul style="list-style-type: none"> • House wines were now available in all EUSA outlets. • New Atrium now selling Fairtrade coffee. • EUSA new website now available but weak on content; beginning to fill out. • Martin Gribbon and Laura Whyte are the new marketing contacts. • EUSA continue to stock Fairtrade bananas when possible but times when have deliver problems. • Progress in hand re Fairtrade nuts • Fairtrade coffee sales in the Fringe - a great success 	<p>EB</p>
8	<p>Report from People & Planet, [P&P] Edinburgh University</p> <p>Noted : The success of the ‘Naked Calendar’</p>	

	<p>Agreed actions to be carried out:</p> <ul style="list-style-type: none"> • Mentoring Scheme - Noted: P&P advised on their offer to mentor schools in respect of discussing Fairtrade. EB to request from Jenny Faucett, City Council Initiative, contact details to enable ES and BM to discuss proposal with the individual schools. 	EB ES/BM
	<p>Post meeting note ES contacted the Senior Education officer, Lindsay Grant (who manages the Eco-schools programme for City of Edinburgh Council) [email contact : lindsay.grant@edinburgh.gov.uk] ES to give an update at the next meeting.</p> <ul style="list-style-type: none"> • Seasonal Campaign for the Year – SH and ES to work out what products to promote this year and a planned programme. <p>Noted:</p> <ul style="list-style-type: none"> • P&P planning a campaign to expand F/T products globally via other unions. • P&P sponsoring talks/visits and a sponsored movie being planned. • P&P UK/Buyrite planet initiative to be linked with UoE P&P. KB asked that this be discussed offline with the Procurement Office. The university had previously considered joining the Ethical Trading Initiative but had not done so. The issue of child labour and the international should engage our academics. KB indicated that she met with a number of SEAG members re: amending the FT Policy (item 7) and will pursue. <p>Further discussion ensued on how to get our students engaged. Do you have an idea on how to engage our students? Edinburgh Sustainability Awards is one route. AL emailed Emma 5/10/10</p>	ES KB
9	<p>Report from Accommodation Services</p> <p>Noted : IM launching lift-out tea cups</p> <p>Malawi FT rice did not get press or PR coverage</p>	
10	<p>Dates of next meetings Tuesday 9th November 2010 – 2.00 pm – Venue : Cheviot Room, Basement, Charles Stewart House</p>	All please note

Note:

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The University of Edinburgh

Fairtrade Steering Group

9th November 2010

Action Plan and Pledges – Volunteers from Group

Brief description of the paper

1. Action plan needs to be moved forwards year on year and we seek volunteers from FSG to take the leadership role on specific actions of interest to them.
2. Banana Pledges were intended to help Scotland become a Fair Trade Nation and we have had indication that QMU will host the next joint conference during FT14 2011.

However as the University Fairtrade Steering Group we should take steps to achieve these as well. Again, asked to identify and follow up actions on one or more pledges.

3. Both SEAG and the SRS Strategy require progress reports and it will be good news for any Edinburgh Sustainability Awards to demonstrate changes and improvements.

Action requested

For comment and approval of group

Resource implications

Does the paper have resource implications? No

Risk Assessment

Does the paper include a risk analysis? No

Equality and Diversity

Does the paper have equality and diversity implications? No

Any other relevant information

N/A

Originator of the paper

Karen Bowman, Director of Procurement;

Freedom of information

Can this paper be included in open business? Yes

The University of Edinburgh Fairtrade University

Action Plan 2010-15

A. Strategic Context: As a **Fairtrade University**, we aim for Quality Services in the goods we acquire and for Quality People who understand the issue and are engaged in both Social Responsibility & Sustainability by influencing the global poverty challenge, through our purchasing decisions and research and learning.
Sustainable Procurement Action plans will allow us fairly traded product choices.

The student experience will be enhanced through policy and lobbying activities as well as managing services offered by EUSA and fun events to influence students. The academic excellence will be enhanced as opportunities to research and learn about trade justice and related poverty challenges can then relate to purchases.

The community engagement is enhanced by working in Edinburgh Fairtrade City Initiative, and emerging colleges & universities fair trade conference as well as political and national campaigns for fairer trade and in the producer engagement.

Scotland – Fairtrade Nation campaign has political backing and is a further goal.

B. Specific University of Edinburgh Fairtrade Policy goals and actions

1. Range of Fairtrade foods available at all campus shops, canteens, cafés, restaurants, bars.

The University will continue to work with NUSSL as NUS members, to push them to stick to Fairtrade contracts, to increase the benefits to farmers through increased Fairtrade sales on campuses around the country! We will work with NUS in Scotland, as appropriate, to encourage collaboration.

EUSA will continue to work with TUCO and other collaborators to enable the purchasing of Fairtrade products, to maximise the campus catering offerings which can be Fairtrade certified or include fairly traded ingredients. We will continue to expand our Fairtrade Policy increasing the range into catering, clothing, beauty and sports. We will work with APUC ltd and consortia and others within public procurement reforms.

Any changes to the Fairtrade Steering group policy and the Scottish Sustainability Procurement Action Plan 2010 the Fairtrade Foundation has asked to be kept up to date.

Explore further opportunities to work in collaboration with local Fairtrade networks (Schools, Towns and Churches) in organisation events

2. Fairtrade tea and coffee used at all meetings, and in at least 50 per cent of offices.

Fairtrade tea and coffee is now the default item. We aim to provide as many Fairtrade items as possible for conferences and commercial lets – we offer Fairtrade fresh fruit (bananas) and juices. We will investigate methods to establish Fairtrade use amongst students and staff in their own food choices. We will work with the Edinburgh Fairtrade City Initiative to encourage local fairtrade outlets to offer choice.

Sales figures: Consider display boards as a tool for creating excitement among staff, visitors and students especially during fairtrade fortnight

List brands and product ranges in the next application

Offer seasonally popular Fairtrade products, promote through newsletters point of sale, posters and websites examples would be Fairtrade roses for Valentines Day, Fairtrade sport balls during World Cup and Fairtrade Christmas puddings and cakes at Christmas

3. Ongoing publicity and awareness-raising maintained on campus.

We will improve Fairtrade University information and offer related links on main websites. We will make staff aware of the latest products to be launched under the Fairtrade certification for personal as well as work use. Fairtrade beauty products such as moisturisers and foot lotions and Fairtrade olive oil from Palestine, and rice from Malawi, see <http://www.fairtrade.org.uk/products/default.aspx>

In 2010, the University and EUSA co-hosted the first Scottish Universities and Colleges Fairtrade Conference with the Scottish Fair Trade Forum to support the campaign to make Scotland a Fair Trade Nation on 8 March 2010. We will encourage collaborative action on the pledges taken and for procurement, will encourage members of APUC to participate in follow up, working with both staff and students.

We have agreed with the Edinburgh Fairtrade City Initiative on a city-wide college and university subgroup. We will work with EAUC and NUS and other sector groups to share experiences and make the fairtrade conference ongoing and not an 'event'.

We will hold events during Fairtrade Fortnight to link with national publicity and press, ideally involving visitors from producers to allow students and staff to hear first hand the benefits. We also work on communications with the Edinburgh Fairtrade City Initiative as a major employer in this city to help develop Fairtrade. We support events at Fairtrade Schools and we will look to raise engagement of students and staff at university in opportunities for liaison with schools and faith groups and business sectors. We will also raise awareness and hold events at other times eg 'Freshers', 'Green Week', International Women's Day, World Fair Trade Day or as opportunities arise on any relevant research, education or publicity from SEAG.

Fairtrade wines in the next application detail make of wine and take up from customers

4. A Fairtrade steering group set up, reporting to the Central Management Group, through the Sustainability and Environmental Advisory Group (SEAG)

Our Fairtrade Steering Group will refocus on the Fairtrade goals in relation to the Global Poverty Challenge recognised in the University Social Responsibility and Sustainability Strategy 2010. We will report on progress through an annual summary for accreditation by the Fairtrade Foundation. Engaging in the future of Fairtrade University gives successive students campaigning and staff an influencing experience in an engaging and challenging issue.

Keep the Fairtrade Foundation up to date with student campaigns

Mentoring scheme with schools and companies update the Fairtrade Foundation on a regular basis

Trade justice is at the heart of the Fairtrade movement and exploration of these issues with the Just World Institute and other groups interested in exploring Social Responsibility in learning, teaching and research and in practice.

NUSSL = National Union of Students Supplies Limited – supplies union shops catering outlets and bars across UK
TUCO = The University Catering Organisation – supplies campus shops, catering outlets, accommodation, bars, UK
APUC = Advanced Procurement for Universities and Colleges in Scotland – sector centre of procurement expertise.
EAUC = Environmental Association for Universities and Colleges – sector group for advice on sustainability, UK
UoE = University of Edinburgh

C. Measures and progress reports:

The annual accreditation by the UK Fairtrade Foundation requires continuous improvement to retain the status of a Fairtrade University. We will report this progress to Central Management Group via the Sustainability and Environmental Advisory Group and to students/representative bodies via EUSA and People & Planet.

KPI: Volume of fairtrade produce and number and profile of fairtrade activities.

REPLACE WITH SECTION FROM NEW SRS WEBPAGE

Appendix FAIRTRADE UNIVERSITY updated URL

<http://www.ed.ac.uk/schools-departments/procurement/corporate-social/fairtrade>

We all agreed to one or more of these Pledges in March.

How has progress been?

Student Engagement

- Work together with students on procurement initiatives
- Educate on elements economic and social of fair trade
- Take fair trade development as an agenda item to environment committee and student rep meetings, also feedback to catering manager
- Contact new student union officers
- Lobby wholesalers to supply catering sized products



Staff Engagement

- Begin with easy hits for example tea and coffee, then introduce other products through stealth, give them no choice or knowledge
- Pledge to get more colleagues to buy more Fairtrade tea and coffee in the office
- Educate procurement colleagues on issues with getting bulk Fairtrade product
- Ask institution's web managers to promote Fairtrade on website
- Promote / detail Fairtrade products on menus etc
- Lobby suppliers for a pledge to commit to supplying the University in volumes – not to only supply to supermarkets which are more commercially attractive

General Commitment

- Buy Fairtrade goods
- Keep the momentum
- Tell people what is Fairtrade and what is not – know the choices we have to be fair
- Talk to everyone you know about fair trade
- Educate and / or pressure our colleges to endorse fair trade
- If we cannot buy Fairtrade products we should buy the next best equivalent for example Rainforest Alliance, Organic and Ethical status

Fairtrade Event(s)

- Product trials during Fairtrade Fortnight and Fairtrade Day
- Hold Fairtrade wine tasting event – invoice NUSSL
- Further / Continuous Campaigning and spread the word
- City-wide Fairtrade trial

Networking and Promotion Ideas

- Collective lobbying of Edinburgh City councillors for promotion of Fairtrade city
- Price benchmarking and forming case studies
- Increase content menu items of Fairtrade by 20%
- To work with students associations and other institutions to expand our Fairtrade offerings

Institution-specific pledges

- Work jointly with East Lothian Council
- Commit to greater promotion of our Fairtrade University status (Heriot Watt)
- Fairtrade reps in Napier University set up brainstorming sessions on how to create awareness and start co-operative in university students
- Speak to the environmental officer at student union to discuss how Fairtrade can be implemented
- Speak to Brian Lister (Principal) about using more fairtrade products within Stevenson College
- Introduce Fairtrade into and interview with student president and submit request to speak to college principal re: taking Fairtrade forward

List grouped together under headings by DS September 2010

UoE - Timetable for Fairtrade Fortnight Events

Week 1		
Date	Event	Leading Org
Mon 28 th Feb 2011		
Tues 1 st Mar 2011		
Wed 2 nd Mar 2011	12.30-2pm @ The Chaplaincy Fair-Trade Café Lovely super ethical food for cheap prices! And all the money goes to a different charity-project every week!	P&P?
Thurs 3 rd Mar 2011		
Fri 4 th Mar 2011		
Sat 5 th Mar 2011		
Sun 6 th Mar 2011		
Week 2		
Date	Event	Leading Org
Mon 7 th Mar 2011		
Tues 8 th Mar 2011		
Wed 9 th Mar 2011	12.30-2pm @ The Chaplaincy Fair-Trade Café Lovely super ethical food for cheap prices! And all the money goes to a different charity-project every week!	P&P?
Thurs 10 th Mar 2011		
Fri 11 th Mar 2011		
Sat 12 th Mar 2011		
Sun 12 th Mar 2011		

The University of Edinburgh

Fairtrade Steering Group

9th November 2010

PPP Group Exercise 2011

Fairtrade Steering Group Paper 4 9th Nov 2010

Brief description of the paper

Brief for student group exercise January 2011

Action requested

Information for Group

Resource implications

Does the paper have resource implications? No

Risk Assessment

Does the paper include a risk analysis? No

Equality and Diversity

Does the paper have equality and diversity implications? No

Any other relevant information

N/A

Originator of the paper

Roger Sidaway;

Freedom of information

Can this paper be included in open business? Yes

MSc Course: PARTICIPATION IN POLICY AND PLANNING (P00716)

20-credit, Semester 2, 2011

BRIEF FOR STUDENT GROUP EXERCISE

HOW TO DEVELOP AN ENGAGEMENT STRATEGY FOR FAIRTRADE IN THE UNIVERSITY OF EDINBURGH

Context

The University of Edinburgh became Scotland's first Fairtrade University in 2004. We are committed to maintaining our Fairtrade Foundation accredited status. Vice-Principal Mary Bownes leads on one of Six Strategic themes of Promoting Equality, Diversity, Sustainability and Social Responsibility in the University Strategic Plan 2008-12, which refers to this aim. <http://www.ed.ac.uk/schools-departments/governance-strategic-planning/strategic-planning/strategic-plan-2008-12>

The University Fairtrade policy **comprises** four simple commitments which **are** accredited by the Fairtrade Foundation who monitor reported progress against **every two years**.

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What is Fairtrade? Fair Trade is a partnership between consumers in the richer nations and producers in poorer developing countries. Many of the products that we buy in supermarkets or shops are grown or produced by people who are not paid properly for their work, and as a result have to live in poverty. Buying FAIRTRADE labelled products ensures **that** farmers in the developing world do get a fair price. We hold events during the year and especially in Fairtrade Fortnight (semester 2). The University supports the Edinburgh "Fairtrade City" Initiative and the campaign to make Scotland a 'Fair Trade Nation' **both** formally and by the work of active individuals. We hosted the first Scottish Fairtrade universities and colleges conference in 2009 at which certain 'Banana Pledges' were made by students and staff from across Scotland at the event.

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Membership of Poverty Aware Procurement on Campus has added information and advice beyond Fair Trade.

Future Vision

The Fairtrade Policy has recently been reviewed with an Action Plan to bring into play alumni and academic endeavours, Banana Pledges and will aim to support the University's new Social Responsibility and Sustainability Strategy. <http://www.ed.ac.uk/about/sustainability/about/approach>

"We shall lead by example, actively supporting best practice, innovation and leadership in relation to social responsibility and sustainability: in learning and teaching, research and knowledge exchange and across our services and physical infrastructure."

Barriers to and Challenges for Community Engagement

Comment [O1]: Revise this section

Achieving this vision requires continuous improvement and awareness. The challenge is to find common cause, identifying all the stakeholders who could influence Fairtrade University and developing a long term approach. This poses the question: Within the aim of a Fairtrade

University what are the characteristics of an effective engagement model for the University that considers all stakeholders and aims to achieve buy in and behavioural change?

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There are numerous barriers to effective engagement with the whole university community:

- The complex nature of the university system, especially with regard to applying research into our operations and public procurement obligations. A detailed understanding of existing research and related practical and engagement actions, alongside an eye for potential opportunities for funding or strengthening partnerships eg Global Academies.
- A steering group of volunteers who change annually (eg student elected representatives) with very limited resources and work with a new community (students, post-grads, alumni, staff) annually. As data on the community's behaviours or its knowledge is lacking, a question will be included in the planned omnibus survey.
- The wealth of diverse opinions eg is fair trade 'better' than local food; is 'free trade' better for the global economic development?. A Fairtrade University must combine existing social responsibility and sustainability research, education and actions, in university boardrooms and on campus as well as campaigning by student activists, without creating duplication of efforts or divisive competition by campaigning, against products rather than in influencing behaviours. We have to abide by legal obligations under public procurement.
- The challenge of meeting community apathy and scepticism. The university comprises a privileged, ambitious and highly socially-literate community already well familiar with previous engagement, marketing and management processes and surfeited with 'greenwash'. To inspire this community into enthusiasm, hope and action requires a unique, flexible and relevant approach. While Fair Trade has become more 'mainstream' it is now less engaging to some. There are other competing initiatives, all led by a 'keen few', while, in the wider community Fairtrade churches, ecoSchools and Fairtrade Towns are growing.
- The success of the Fairtrade movement in growth of product sales and awareness in UK (http://www.fairtrade.org.uk/what_is_fairtrade/facts_and_figures.aspx) and other similar measures provide a solid and tested evidence for community engagement. These must be adapted to the specific nature of the university, with a constantly shifting population eg students and in a financially constrained world without losing its essential ethos or beneficial aspects.

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THE STUDENT GROUP EXERCISE

The initial task of the Student Group (the Group) is to develop an understanding of how the University of Edinburgh can develop as a Fairtrade University, by engaging, the whole university community effectively enough to facilitate wide scale individual and structural change. The Group should consider any opportunities for greater and more effective stakeholder participation by working with communities of interest within the University. The Group will be expected to draw on theories of public participation, community engagement and partnership that are presented during the course. On the basis of interviews conducted by members of the Group, the group as a whole will collaborate to prepare a community engagement strategy for Fair Trade within the University of Edinburgh.

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For example, the strategy will need to specify:

- who are the key stakeholders and interested communities in the key aspects of Fair Trade within Edinburgh; and,
- the most effective techniques and mechanisms that might be used to secure and sustain their involvement;
- how to maintain momentum in ever changing student population and keep staff involved;

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- what outreach or engagement is already in hand eg research and ideas that are successful and how can the University exploit its leading role in Fairtrade City and Fair Trade Nation; and
- how to engage the academic researchers and global academics in informing the debate

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The Group will be required:

- to review relevant literature and documentation;
- to select and interview key informants, some of whom may be suggested by organisations at the initial presentation on 11th January and by the Course Organiser;
- to synthesise the results and make a group presentation on their findings to an invited audience of stakeholders in the tenth week of the semester; and
- to prepare and present a report of their findings.

Outcomes of the Exercise

Although primarily a teaching exercise, geared to familiarising students with issues in community involvement which could be of practical relevance in their later employment, The outcome will be of practical value as it will be used by the Fairtrade Steering Group and others in action plan development. It also offers students the opportunity to develop their skills in qualitative research, semi-structured interviewing techniques, group working, negotiation, public presentation and reporting.

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Research Approach

Because of the short time scale (which is consistent with many real life situations) and learning from the experience of previous group exercises, the general research method has been prescribed. It will take the form of a case study approach based on literature review and semi-structured interviews with key informants. Within these parameters it is for the group to design the detailed research and survey programme, to agree common lines of questioning to be used in the interviews, in line with an analytical framework agreed by the group, and to agree the form of the final presentation. The group may decide to divide their labour to cover different topics or areas, in which case each sub-group will select its key informants for interview. Each student will be responsible for contacting key informants to ensure that they can conduct interviews during Weeks 4 and 5. Each student is expected to conduct at least two in-depth interviews or to undertake comparable desk research agreed by the Course Organiser and to make a brief presentation to the Group on their findings on the afternoon of 15th February 2010 (Week 6).

It must be stressed that the research, interviews and reporting must be carried out in a sensitive manner, which will develop, rather than harm relationships within the University and between individuals or between academic endeavours and student activists. The stakeholders and organisations will still be working on this topic when the student project is over.

The Public Presentation

The group presentation will be made to Stakeholders and other members of the local communities who have taken part in the exercise. As most of the audience will be working during the day, the presentation will be held in the evening of 15th March. The format, content and style of the presentation will be decided collectively by the student group but should include Materials for the University to re-use such as two-page management summary and recommendations for committees, visual media (short) suitable for students/alumni, and web/other communications plan for implementing the Group recommendations. All students will attend the presentation.

Report

The report of the group's findings will be prepared by students for the presentation. All contributions will be acknowledged in the report, which will be made available to the

stakeholders and distributed by the Course Secretary (Frances Stratford). Copies of any hand-outs or overheads prepared for the public presentation should be given to the Course Organiser at that time. The report will be used to disseminate the findings of the study.

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ASSESSMENTS

1. Each student will prepare a report of the interviews or other field work of about 1000 words. Guidance on format of this report will be issued on 1st February. One hard copy will be handed to the Course Organiser and an electronic copy submitted via WebCT on 15th February and then made available to other members of the group. This report will contribute 20% to the course mark.

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2. Each student will maintain a self-reflective log on their involvement in the group process and their contribution to its outcome. Guidance on the preparation of this log will be issued in Week 1 and a more detailed briefing will be given on 18th January. The deadline for this assignment will be 12 noon on Friday 25th March when one hard copy of the self-reflective log should be submitted to Frances Stratford and one electronic copy should be submitted via WebCT. This assignment will contribute 30% to the course mark. Further details of this assignment will also be posted on WebCT.

TIMETABLE

Week 1	Familiarisation with Fairtrade Steering Group with presentations by the project team.
Week 2	Consider the research approach, define the research problem, stakeholder analysis and sampling.
Week 3	Decide data requirements and content of semi-structured interview
Week 4	Data collection.
Week 5	Data collection.
Week 6	Submission of Report of Interviews (First Assignment). Presentation of interview findings to student group. Initial analysis by group
Week 7	Group analysis of fieldwork
Weeks 8 & 9	Group work on preparation of Presentation and Report.
Week 10	Public presentation to Stakeholders.
Week 11	Completion of Self-Reflective Log (Second Assignment) – 25 th March 2010

Comment [O2]:

DR. ROGER SIDAWAY
Course Organiser

Fair Trade Questions: STAFF

Approximately what percentage of the tea you buy is Fairtrade?

- 0,10,20,30,40,50,60,70,80,90,100

Approximately what percentage of the coffee you buy is Fairtrade?

- 0,10,20,30,40,50,60,70,80,90,100

Do you buy tea or coffee (hot drinks or teabags/instant coffee/ground beans) to bring into work?

- Yes
- No

How often is this tea or coffee Fairtrade?

- Always 100%
- Mostly (over 50%)
- Sometimes (less than 50%)
- Never

What would help to increase the amount of fair trade tea or coffee you buy?

- If it was the same price as non Fairtrade tea or coffee
- If it was available everywhere
- If the packaging was better
- If it tasted as good as non fair trade tea or coffee
- If the brand I am loyal to were to bring out a fair trade variety
- If there was more evidence of what fair trade did for the workers
- Other (please specify)

Did you know that the University offers Fairtrade tea and coffee at official meetings?

- Yes
- No

Fair Trade questions: STUDENTS

Approximately what percentage of the tea you buy is Fairtrade?

- 0,10,20,30,40,50,60,70,80,90,100

Approximately what percentage of the coffee you buy is Fairtrade?

- 0,10,20,30,40,50,60,70,80,90,100

What would help to increase the amount of fair trade tea or coffee you buy?

- If it was the same price as non Fairtrade tea or coffee
- If it was available everywhere
- If the packaging was better
- If it tasted as good as non Fairtrade tea or coffee
- If the brand I am loyal to were to bring out a fair trade variety
- If there was more evidence of what fair trade did for the workers
- Other (please specify)

Do you buy tea or coffee (hot drinks or teabags/instant coffee/beans) to bring into campus or Halls?

- Yes
- No

How often is this tea or coffee Fairtrade?

- Always 100%
- Mostly (over 50%)
- Sometimes (less than 50%)
- Never

Did you know EUSA offers Fairtrade tea and coffee at official meetings?

- Yes
- No